

**SYSTEM AND METHOD FOR IMPLEMENTING PRIVACY
PREFERENCES AND RULES WITHIN AN
E-BUSINESS DATA WAREHOUSE**

5 ABSTRACT OF THE DISCLOSURE

A computer implemented method of and apparatus for collecting and managing customer related information within an E-Business customer relationship management system. The customer relationship management system includes a database in which customer-related information, as well
10 as privacy policy and privacy consent information governing the collection and use of customer related information, is stored and organized. The database includes tables containing privacy consent default values for customers of the E-Business retailer; high-level privacy consent values selected by the customers; specific privacy consent values selected by the
15 customers for a plurality of privacy categories defined by the Platform for Privacy Preference (P3P); and privacy consent values selected by the customers for different customer addresses. In the situation where customers or potential customer include minor children, the database includes a database table containing parental privacy consent values for
20 said children under thirteen years of age. The database further includes a table corresponding to each of the privacy consent tables, for storing a history of changes to privacy consent default values, customer selected privacy consent values, and parental privacy consent values. Customer privacy consent and consent history information is organized within the
25 database tables in accordance with an E-Business logical data model, and more particularly, in accordance with a PRIVACY subject area within the E-Business logical data model.